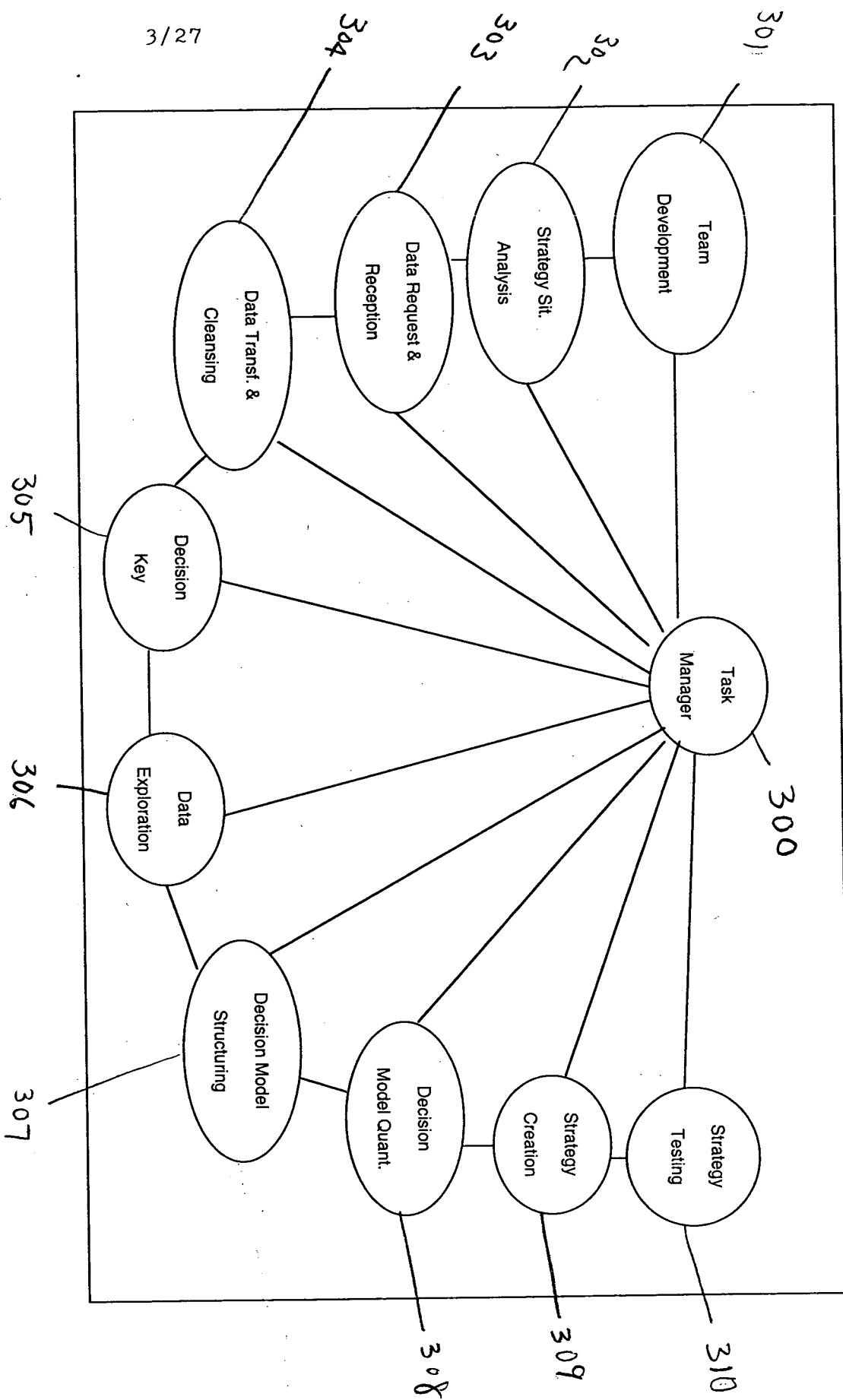


Fig. 1

	<b>Historical Strategy</b>	<b>Conservative Strategy:</b> Same loss as historical strategy	<b>Aggressive Strategy:</b> 10% higher loss than historical strategy
<b>Non-recession Economy</b>	<b>Profit:</b> \$217 <b>Revenue:</b> \$347 <b>Loss:</b> \$130	<b>Profit:</b> \$253 <b>Revenue:</b> \$383 <b>Loss:</b> \$130	<b>Profit:</b> \$269 <b>Revenue:</b> \$411 <b>Loss:</b> \$143
<b>Simulated recession Economy</b>	<b>Profit:</b> \$134 <b>Revenue:</b> \$312 <b>Loss:</b> \$178	<b>Profit:</b> \$166 <b>Revenue:</b> \$343 <b>Loss:</b> \$177	<b>Profit:</b> \$176 <b>Revenue:</b> \$370 <b>Loss:</b> \$194

Fig. 2

Fig. 3



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Fig. 4

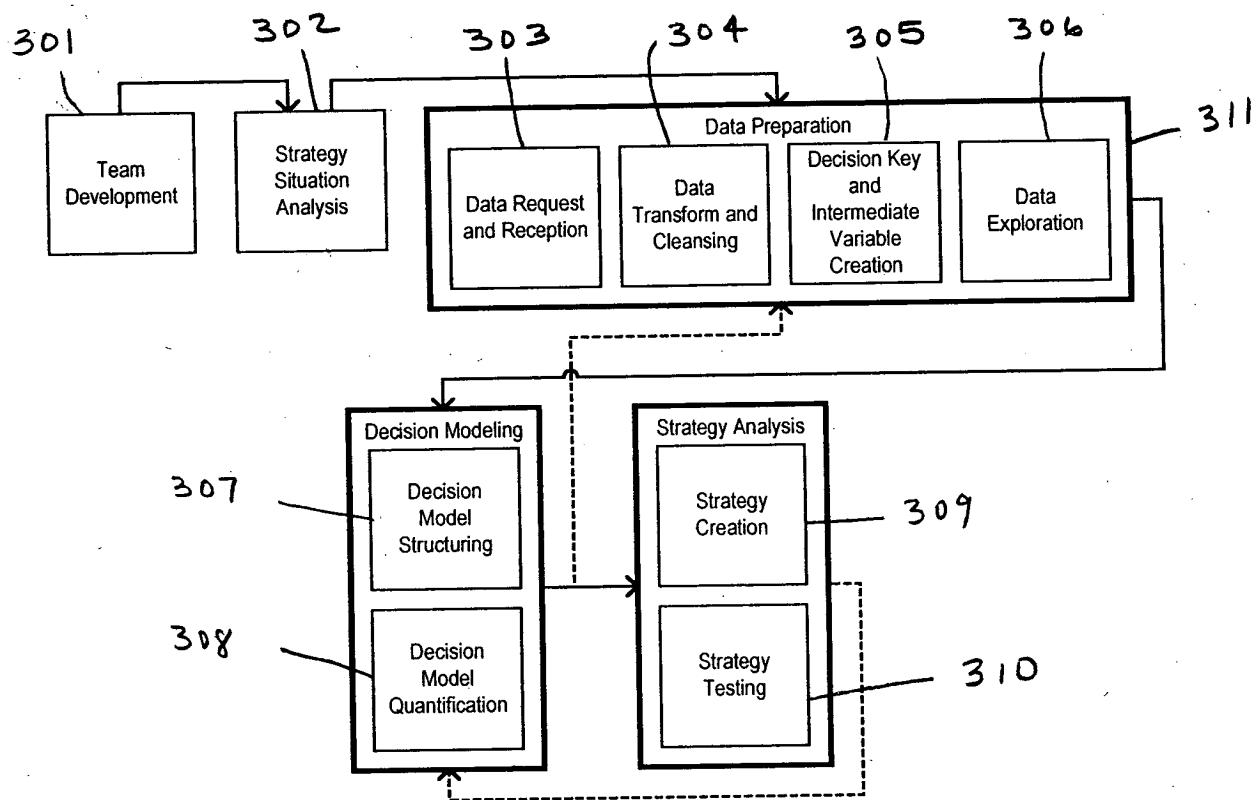
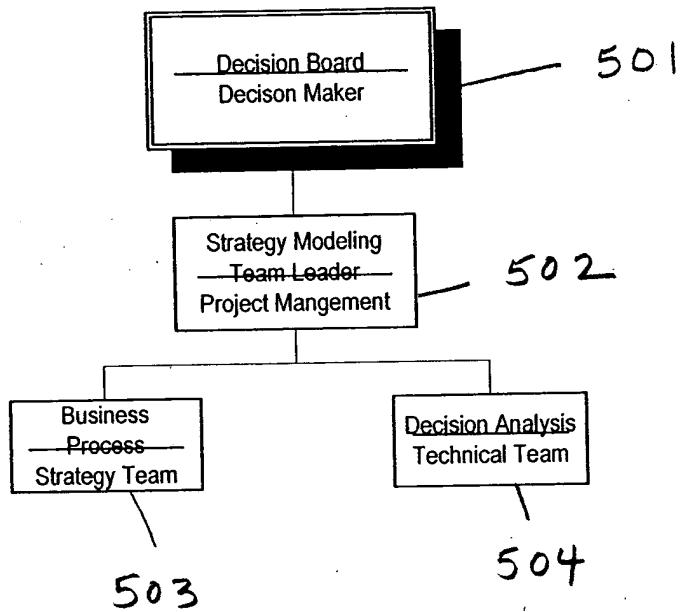


Fig. 5



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Fig. 6

Strategy Design and Development				Months						
Level 1	Level 2	Activities		1	2	3	4	5	.	6
1.0	Analyze Strategy Situation	1.1 Kickoff Meeting		△						
		1.2 Understand the Strategy Situation								
		1.3 Understand the Implementation Environment								
2.0		Acquire and Analyze Data								
	Acquire and Analyze Data	2.1 Understand Key Data Sources and Data Stores								
		2.2 Plan and Execute Data Request								
		2.3 Load and Clean Data								
		2.4 Exploratory Data Analysis								
		2.5 Characteristic and Decision Key design								
3.0	Characteristic / Decision Key Generation									
4.0	Design and Build decision models	3.1 Model Business Objectives and Constraints								
		3.2 Determine Component Variables and Structure								
		3.3 Build Component Predictive Models								
		3.4 Validate and Refine Models								
5.0	Create Strategies	4.1 Perform Optimizations								
		4.2 Determine Information Gathering Strategies								
		4.3 Design Strategy Set to be implemented								
6.0		Test Strategies								
6.0	Project Management	Project Management			△	△	△	△	△	△
7.0		Status Reporting to project sponsor			★					
8.0		Executive Steering Committee meetings			★					

Fig. 7

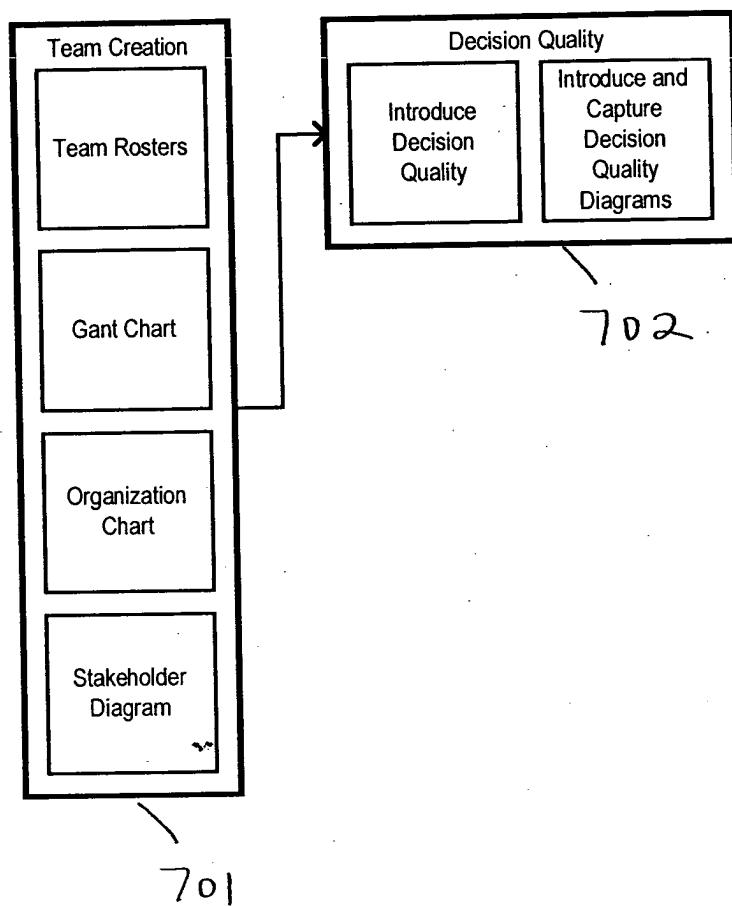


Fig. 8

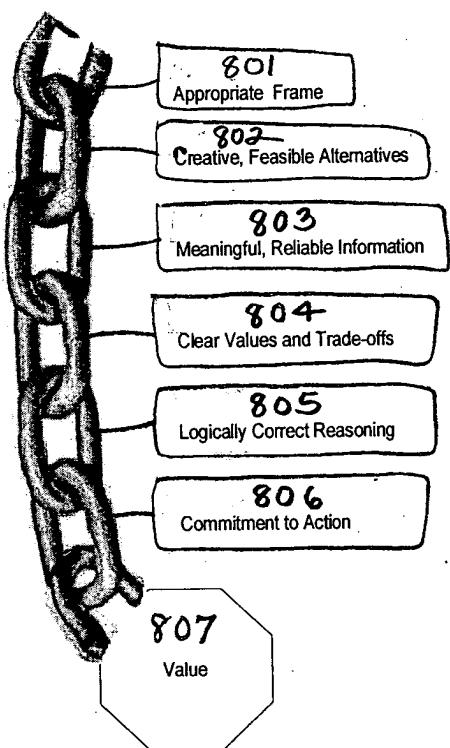


Fig. 9

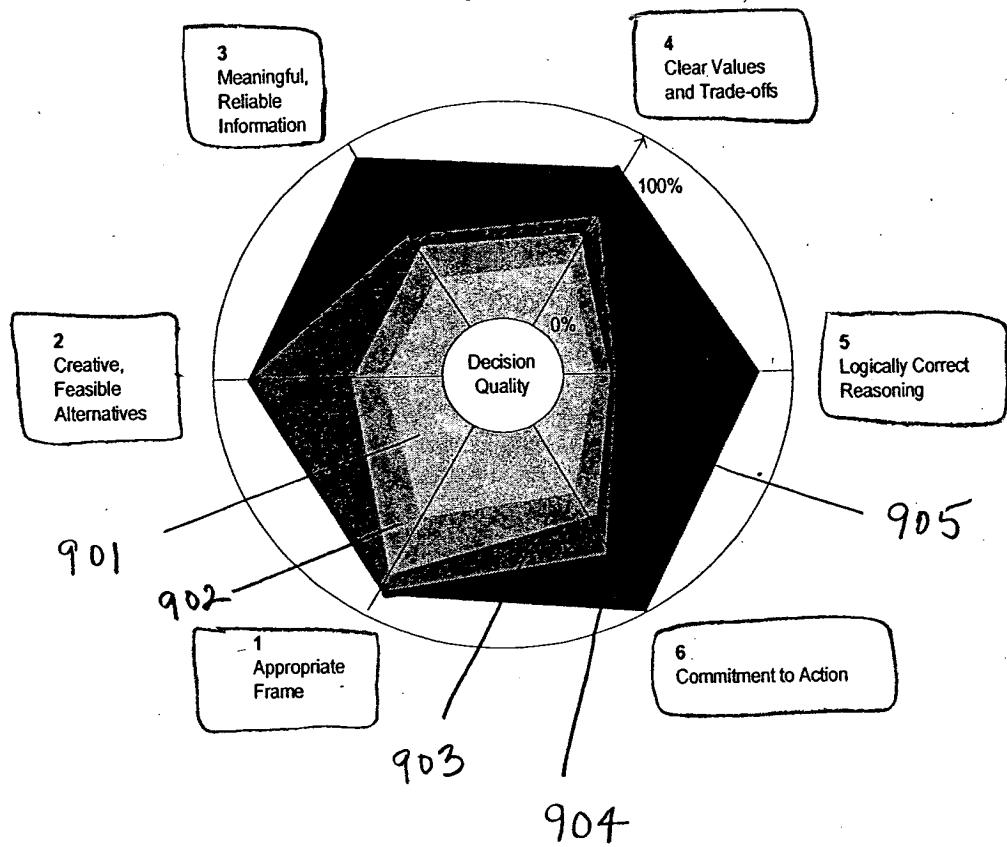


Fig. 10

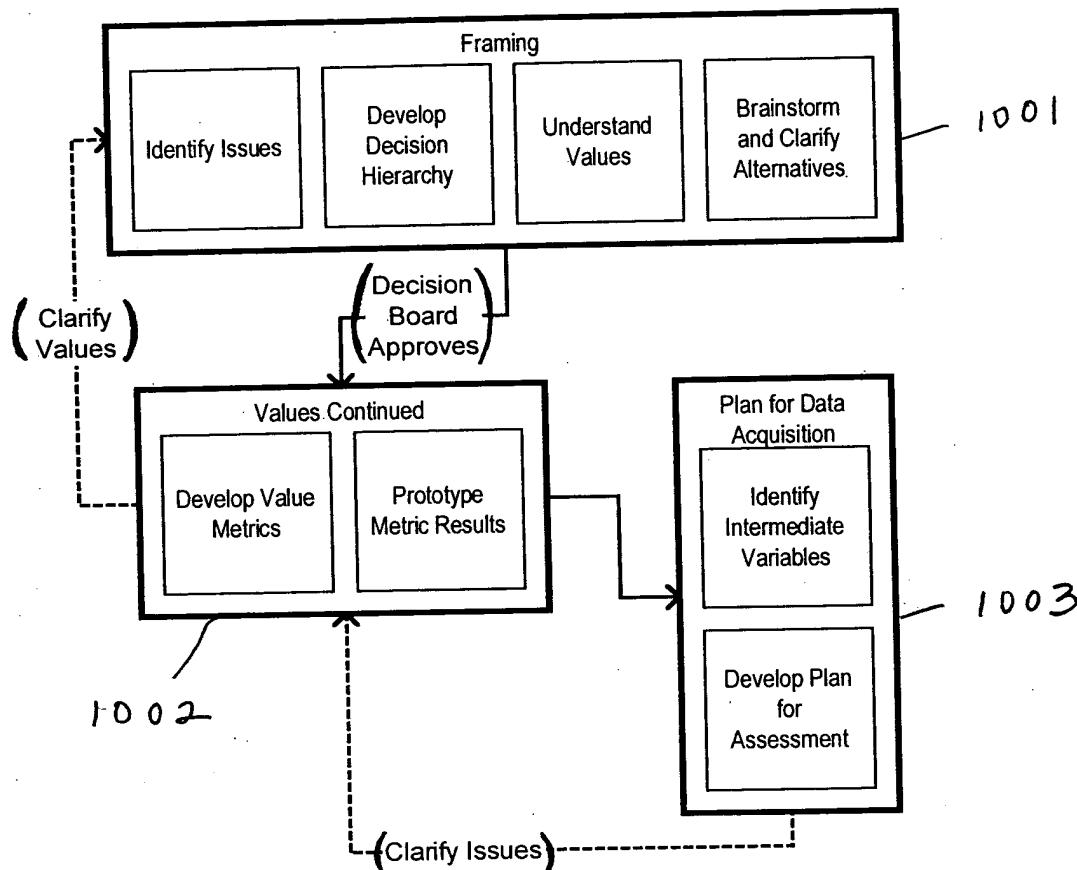


Fig. 11

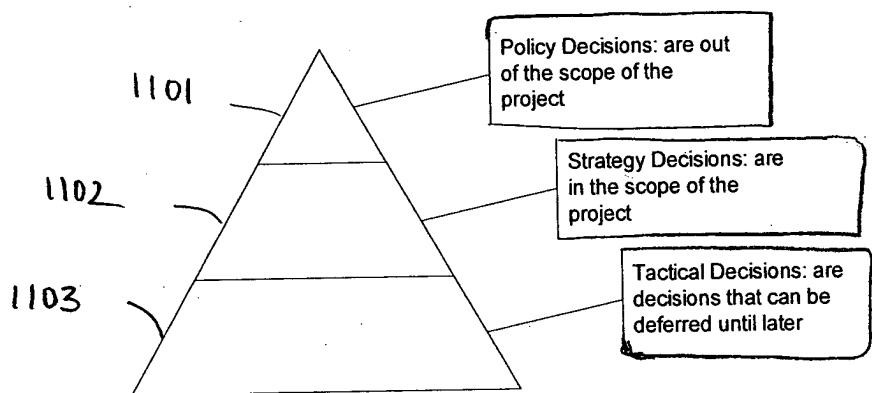


Fig. 12

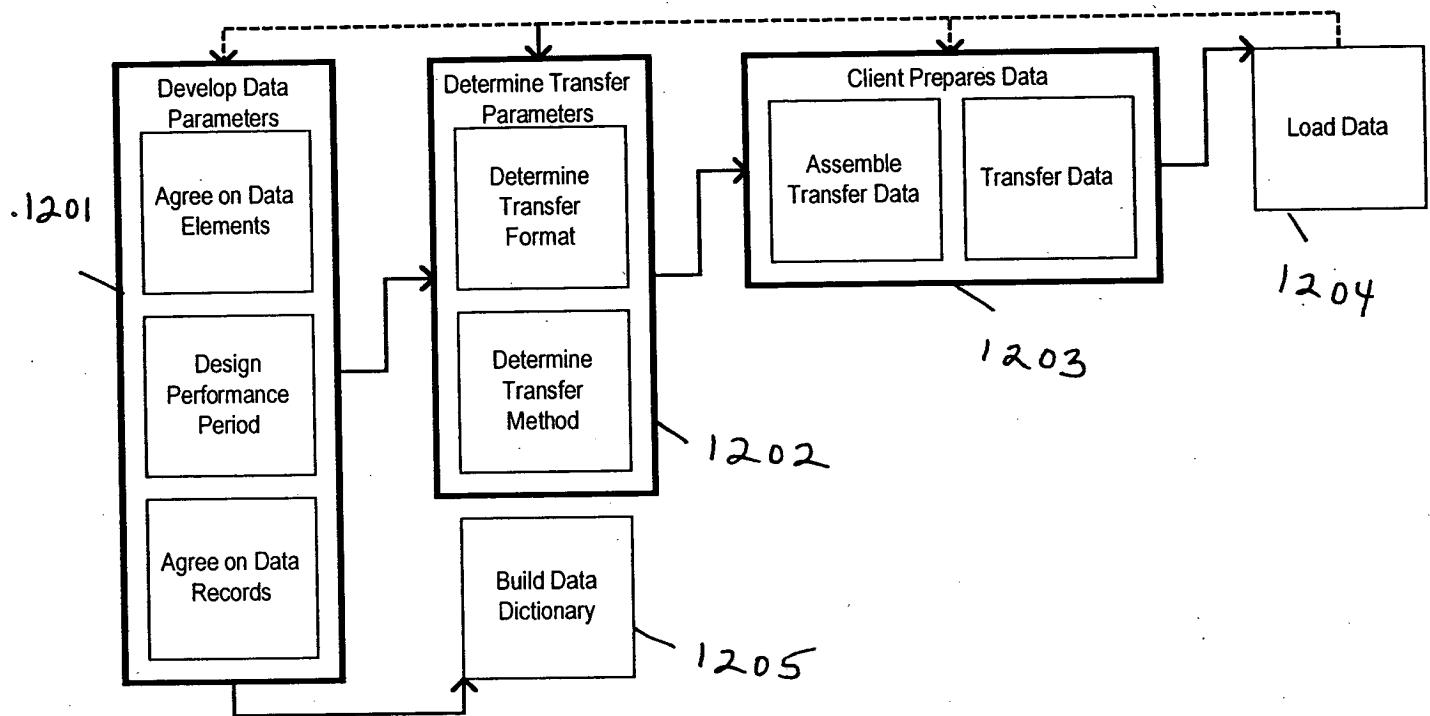


Fig. 13

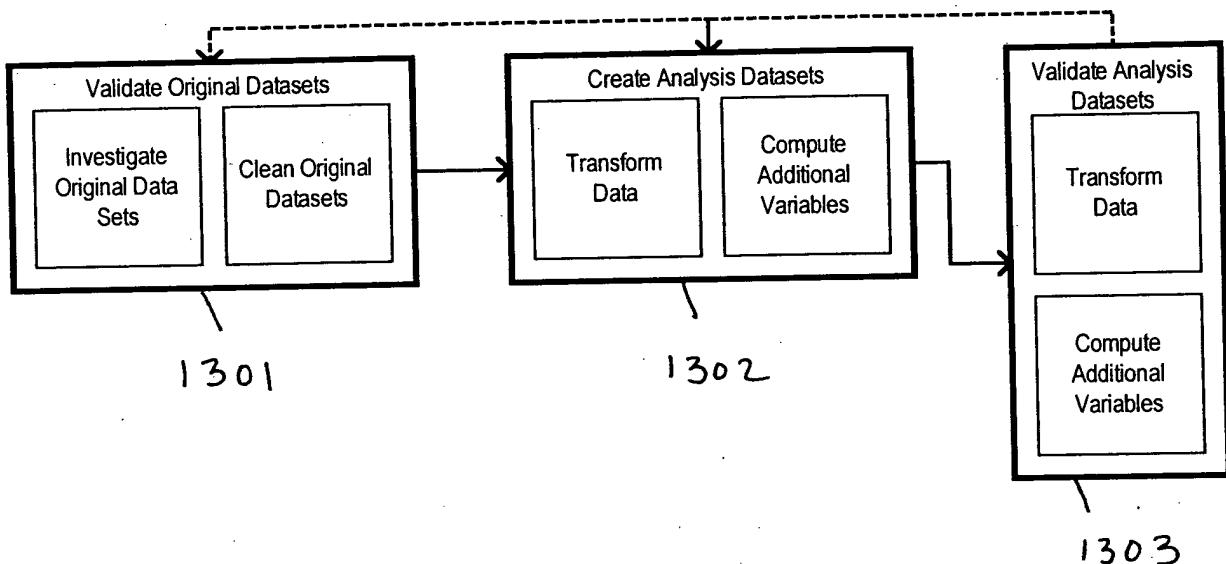


Fig. 14

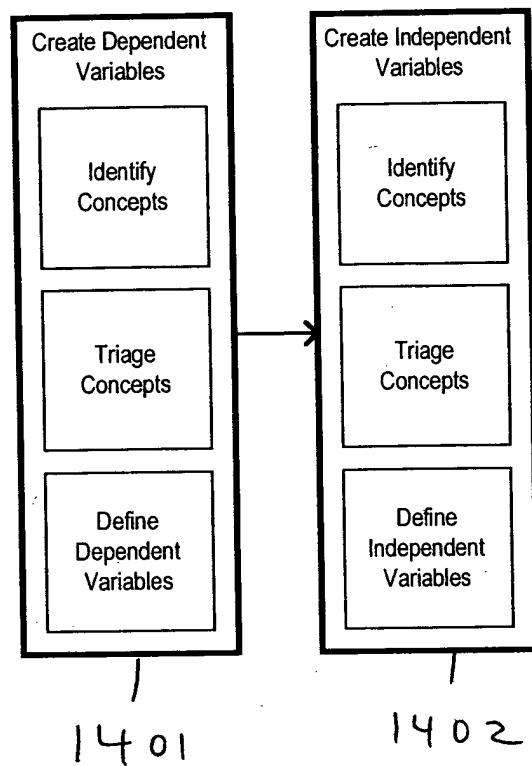


Fig. 15

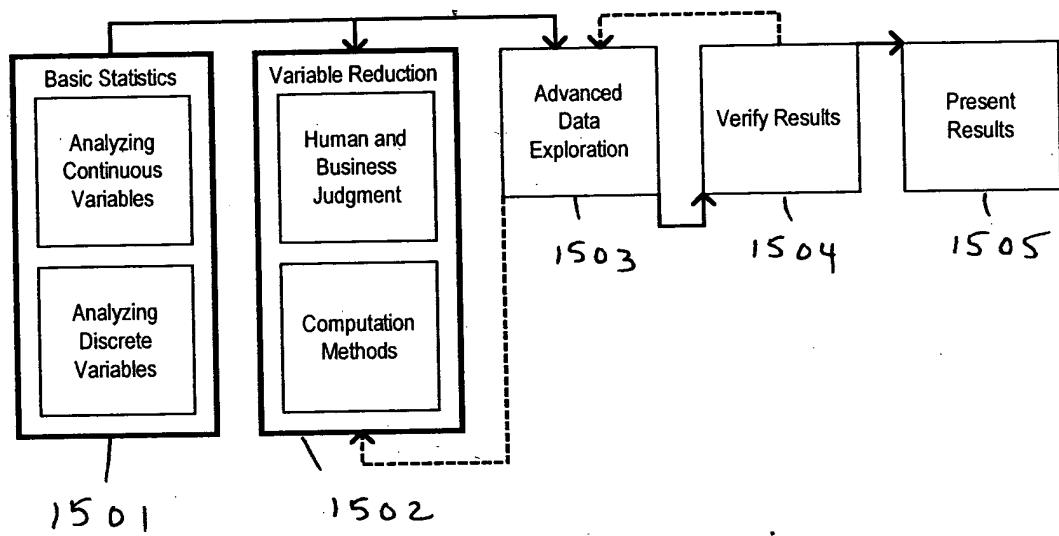


Fig. 16

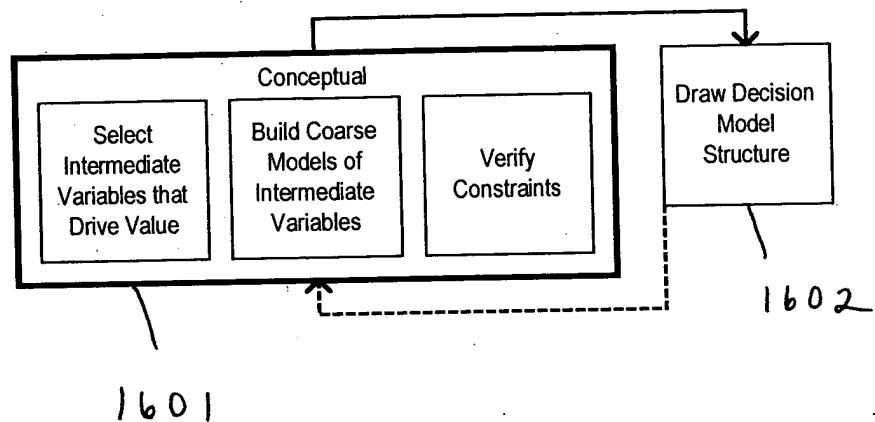


Fig. 17

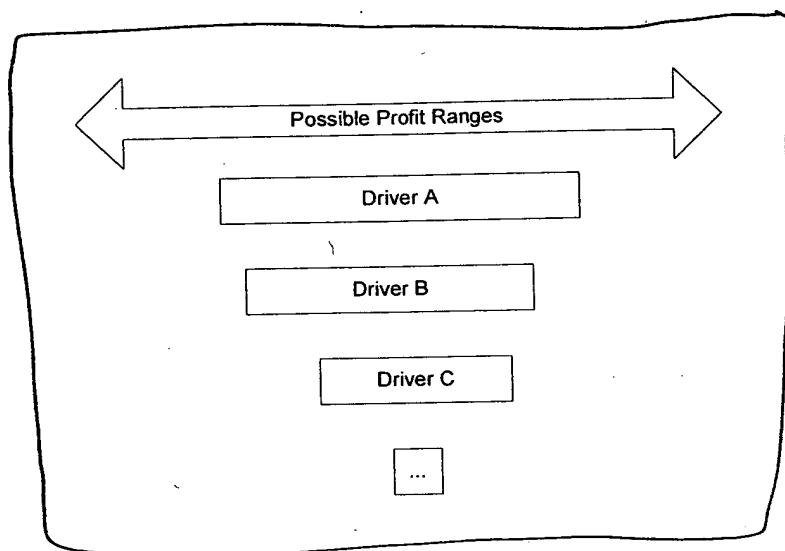


Fig. 18

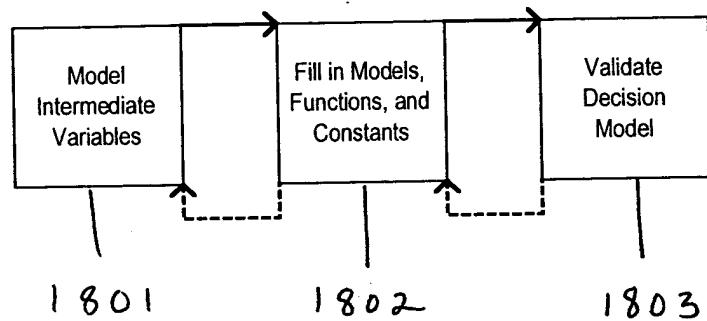


Fig. 19

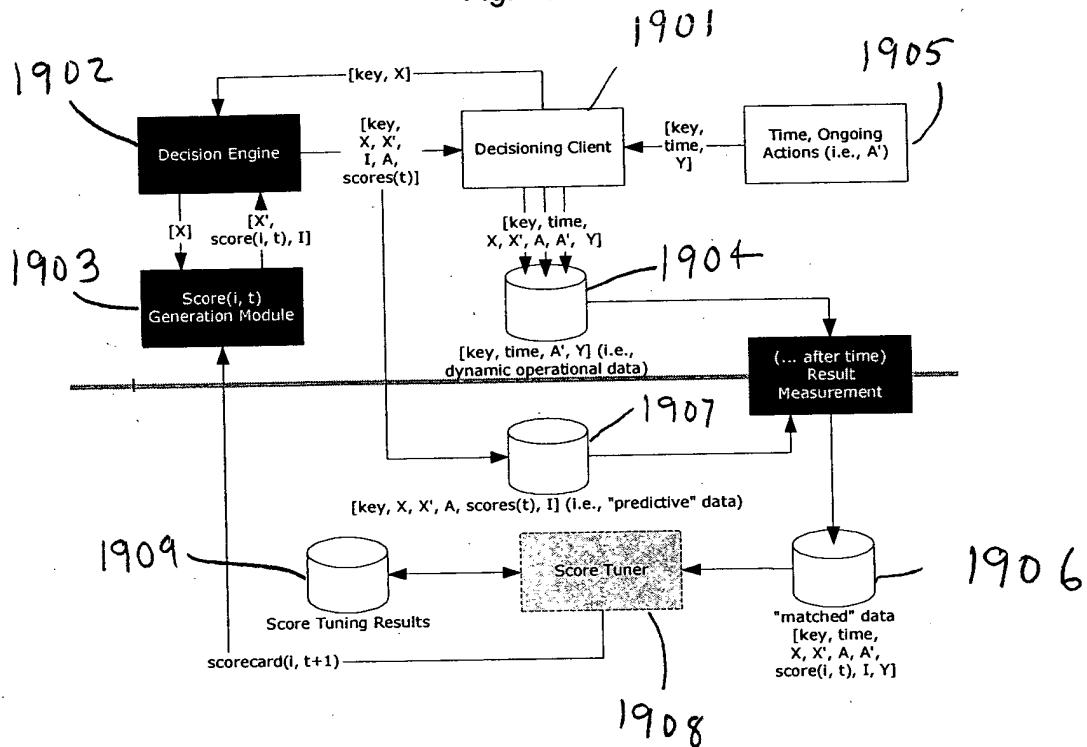


Fig. 20

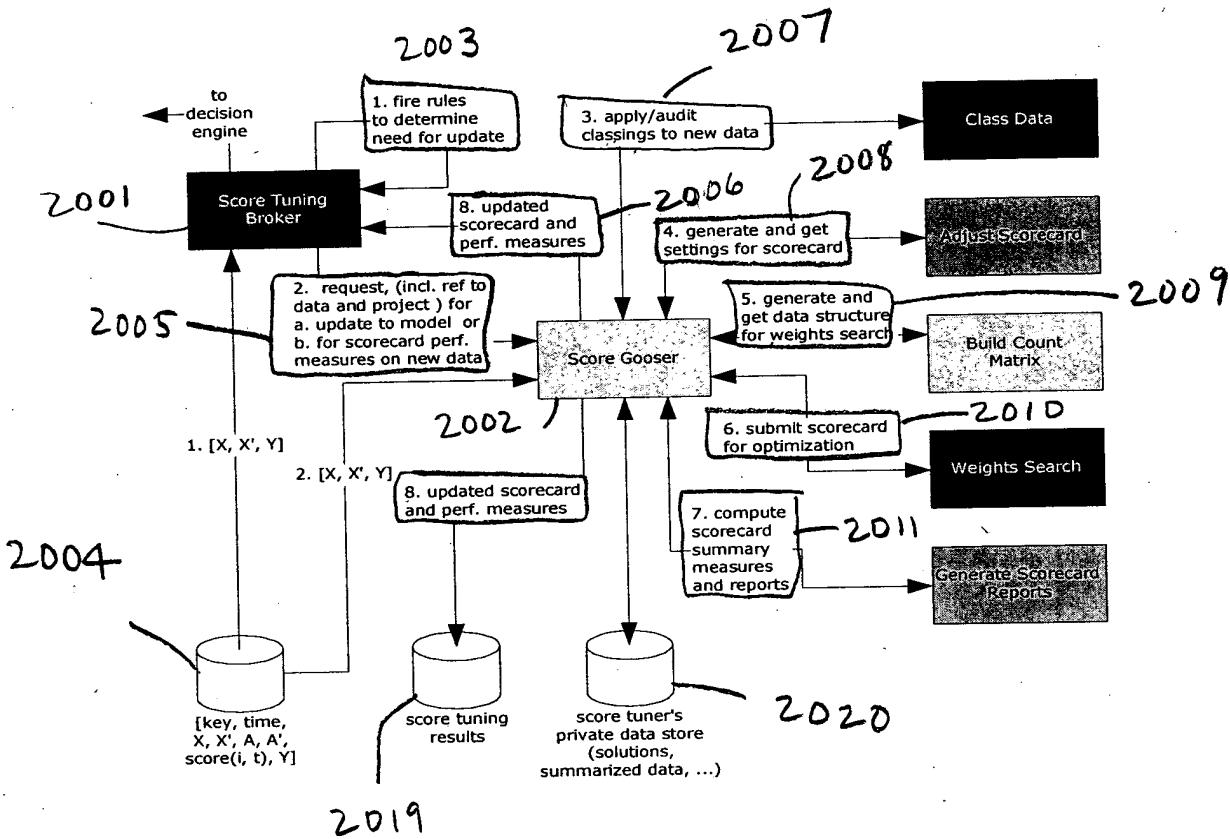


Fig. 21

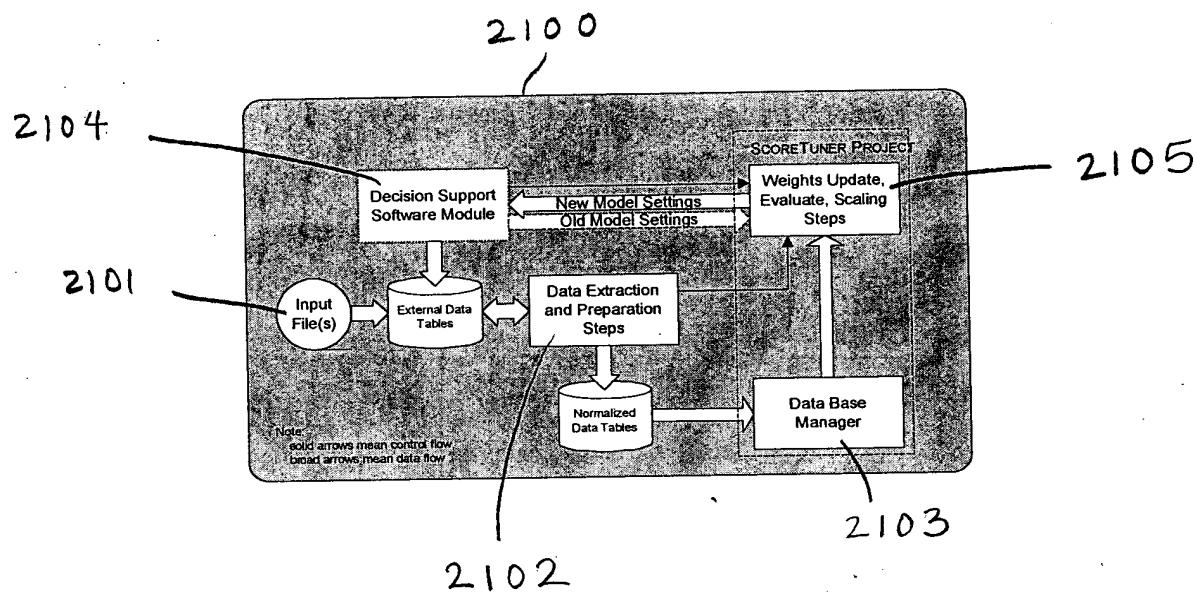


Fig. 22

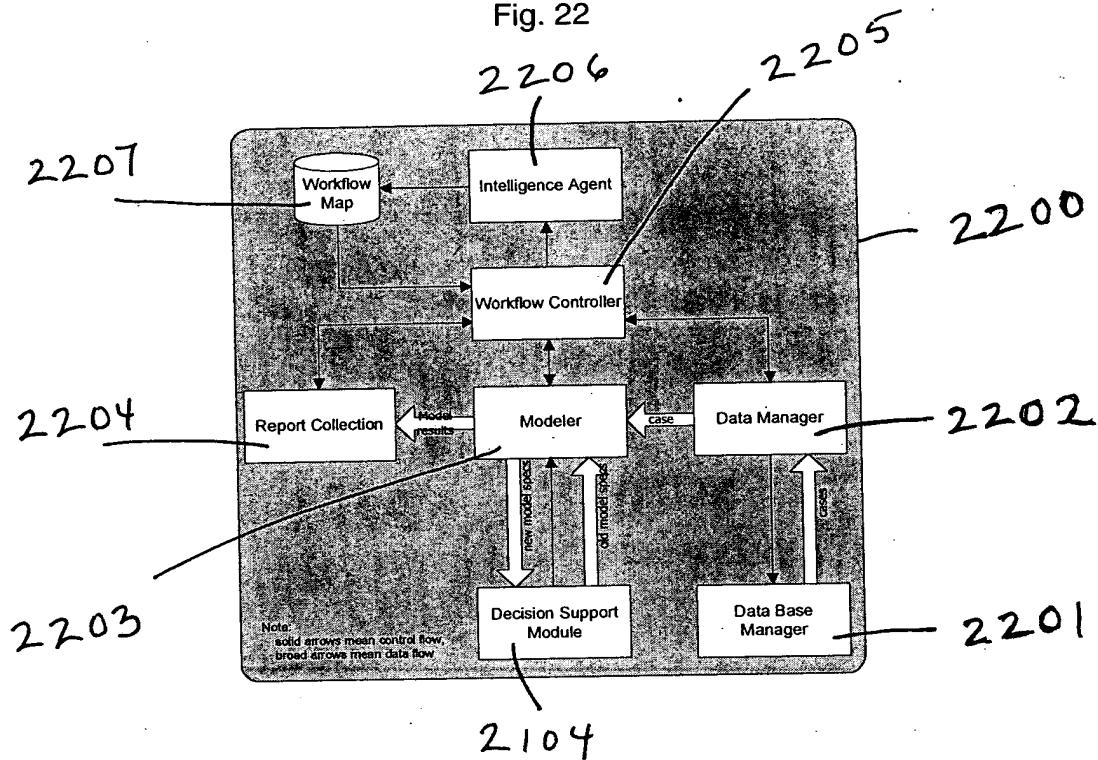


Fig. 23

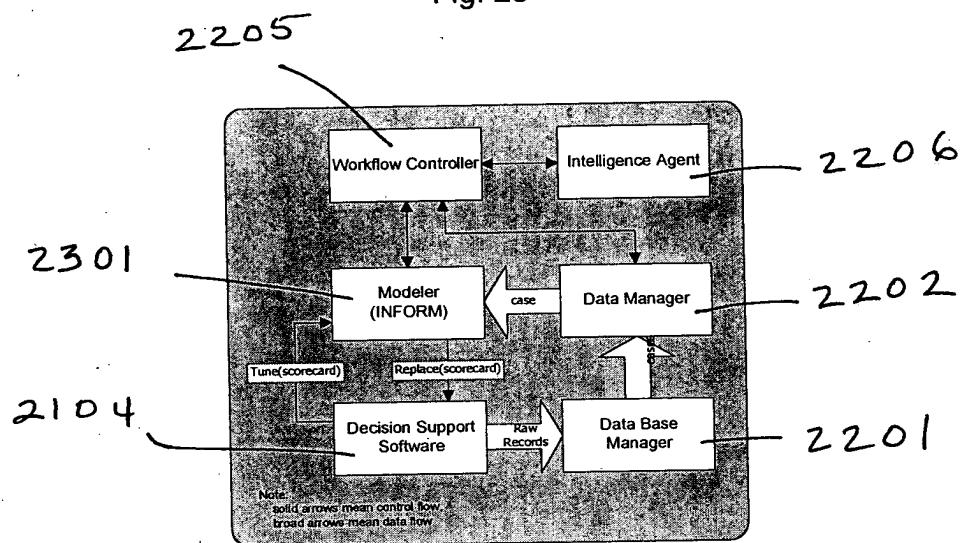


Fig. 24

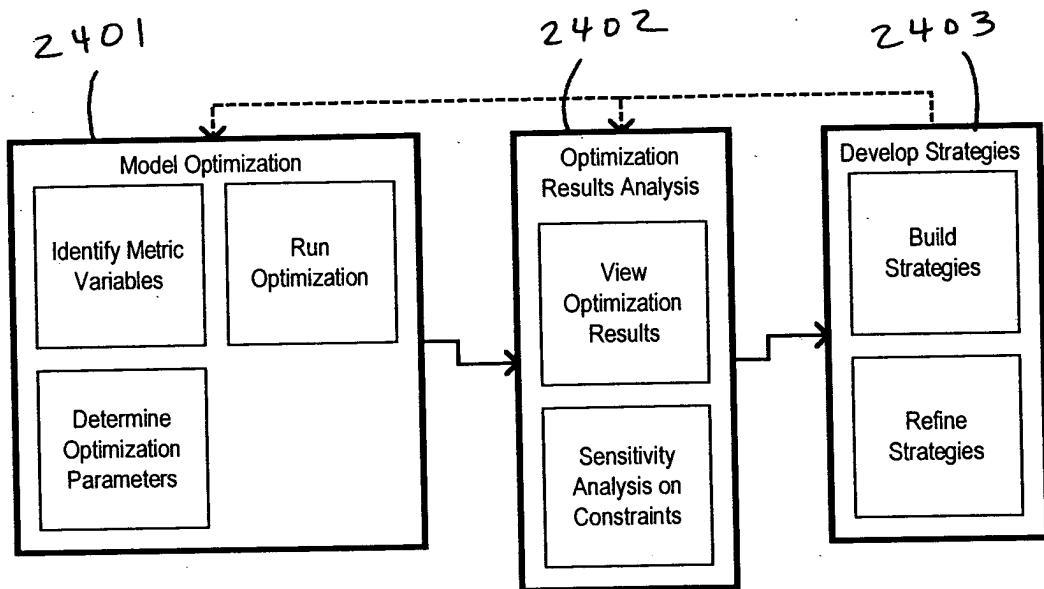


Fig. 25

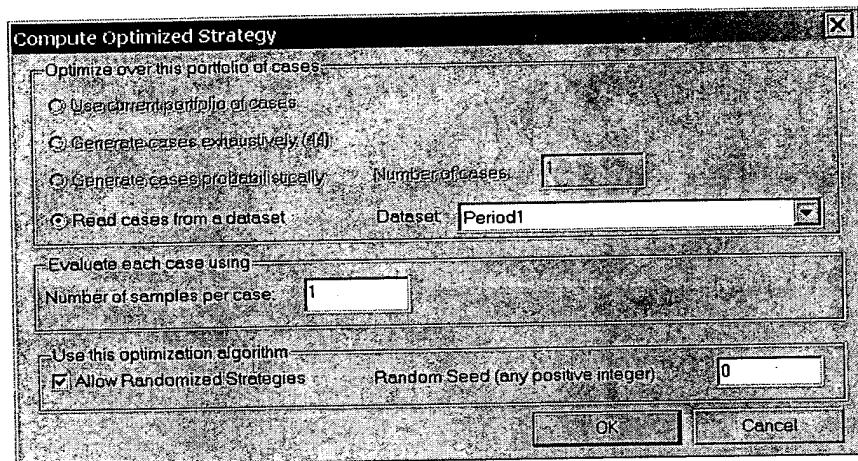


Fig. 26

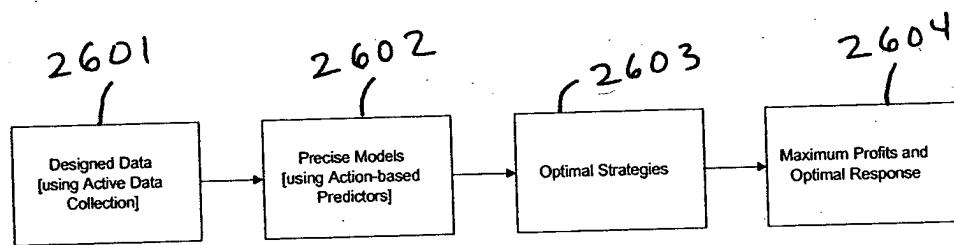


Fig. 27

